

Amendment to the Claims

This listing of claims will replace all prior versions and listings of claims in the application:

Listing of Claims

1. (currently amended): A process for shifting lower the level of salt required to produce or induce dilution thickening effect of a composition, which process comprises adding to said composition 0.5 to 7% by wt. associative thickener[.];
wherein said composition comprises a single phase, isotropic composition comprising:
 - (1) 5 to 30% by wt. of a surfactant or surfactants for cleansing the skin wherein said surfactant or surfactants is selected from the group consisting of anionic surfactant, amphoteric surfactant, nonionic surfactant and mixtures thereof;
 - (2) greater than about 2% to level of electrolyte such that upper limit will not cause isotropic composition to become biphasic or multiphasic;
 - (3) 0.5 to 7%, by wt. associative thickener;
 - (4) 0 to 15% by wt., hydrotroping compound; and
 - (5) 45 to 95% by wt. water,wherein, said composition has viscosity upon dilution, which is greater than viscosity prior to dilution;
wherein said composition has rinse retention of greater than 30% by wt. after 10 minutes as measured by a sample retained on a test slide as function of rinsing time;
wherein, upon dilution said composition remains in a single phase; and

wherein said process comprises diluting said composition in an amount such that the viscosity of the diluted composition is greater than that of the composition as a neat product (100:0 product to water) up to about a dilution of 25:75 product to water.

2. (original): A process according to claim 1, wherein thickener comprises a polymer with a hydrophobic backbone modified by hydrophobic groups.
3. (canceled).